GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1317
ANSWERED ON:23.11.2016
Coverage by Private Channels
Raj Dr. Udit

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Ministry proposes to implement guidelines under which every news channel is to show content about rural India, educational programmes etc.; and

(b) if so, the details thereof and the time by which these guidelines are likely to be operational in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) & (b). No such guidelines exist for private satellite TV channels with regard to the content to be carried. However, as per existing regulatory framework, all programmes and advertisements telecast on TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Programme Code and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. These codes contain a whole range of parameters to regulate content on such TV channels.

So far as Public Broadcaster is concerned, the content is guided by the Doordarshan Code for their TV channels. DG Doordarshan has informed that accordingly, DD (News) channels shows content about rural India, educational programme etc. In addition, Programmes on Doordarshan Kisan channel (DD Kisan) focus on the growing need of the farmers community regarding diverse knowledge and information for their inclusive growth.
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